

MAIL TO:  
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<http://ag.ca.gov/charities/>

# COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES

## 2003 ANNUAL FINANCIAL REPORT

(California Government Code Section 12509)

Failure to file annual financial report by January 30 annually for each calendar year of solicitation may result in fines or filing penalties as defined in Government Code Section 12586.1

An annual financial report must be filed for each event for each charity solicited for during the previous calendar year.



Name and Address of Commercial Fund-raiser:

*The Heritage Company, Inc.*

*2402 Wildwood Avenue, Suite 500*

*Sherwood, AR 72120*

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Name and Address of Charitable Organization:

CT No. 078438 F.E.I.N. No. 58-1642982

*Children's Wish Foundation International*

Name of Charity  
*8615 Roswell Road*

Address of Charity  
*Atlanta, GA 30350*

City, State, and ZIP Code of Charity

Figures from (check one): National Campaign ☐ California Campaign ☒

*Telemarketing*

held (on) (from) 1/1/03

, 20

to 12/31/03

, 20

(Type of Activity)

(Date or dates must be shown)

Is the contract between the commercial fund-raiser and charity based upon a fee or percentage of revenue? (check one)  
If other, provide brief explanation \_\_\_\_\_

Fee ☒ Percentage ☐  
Other ☐

### 1. REVENUE

A. Cash contributions

B. Entertainment sales or admission charges

C. Sales from products

D. Advertisement sales

E. Membership fees

F. Other sources: (Specify)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

G. TOTAL REVENUE

A.

B.

C.

D.

E.

Fa.

Fb.

Fc.

Fd.

\$135,047.00 G.

### 2. EXPENSES

*See attached itemization*

A. Fees or commissions

B. Salaries

C. Payroll taxes

D. Employee benefits

E. Cost of merchandise for resale

F. Cost of entertainment

G. Postage

H. Advertising

I. Telephone

J. Rental of equipment

K. Facilities charge

L. Permits

M. Other expenses: (Specify)

a. \_\_\_\_\_

b. \_\_\_\_\_

c. \_\_\_\_\_

d. \_\_\_\_\_

N. TOTAL EXPENSES

A.

B.

C.

D.

E.

F.

G.

H.

I.

J.

K.

L.

Ma.

Mb.

Mc.

Md.

\$96,014.26 N.

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**COMMERCIAL FUND-RAISER FOR CHARITABLE PURPOSES  
2002 ANNUAL FINANCIAL REPORT**

(California Government Code Section 12599)

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3. Amount to Charity (subtract line 2N from line 1G) \$39,032.74 3.
4. Less additional fund-raising expenses paid by charity (to be completed by charity) 0 4.
5. Less fair market value of goods and/or services used for the event which were paid by sponsor(s) 0 5.
6. Net proceeds realized by charity from the campaign (subtract lines 4 and 5 from line 3) \$39,032.74 6.
7. (a) Does any officer, director, partner or owner of the Commercial Fund-raiser have any affiliation with or control over, directly or indirectly, the charitable organization for which the Commercial Fund-raiser has contracted to solicit?  
☐ Yes ☒ No If "yes," complete the following:

Name of officer, director, partner or owner of Commercial Fund-raiser	Name and address of charitable organization	Relationship of officer, etc. To charitable organization

(b) For each affiliation identified in 7 (a), attach copy of the contract between the commercial fundraiser and the charity.

Under penalties of perjury, I declare that I have examined this report, including accompanying documents, schedules and statements, and to the best of my knowledge and belief, it is true, correct and complete.

Glenda Keenihan, Secretary/Treasurer 1/22/04  
 Signature of authorized officer (Commercial Fund-raiser) Printed Name Title Date

This report must be signed by two officers or directors of the charitable organization for verifying the distribution.

ARTHUR S. STEIN PRESIDENT 2/2/04  
 Signature of authorized officer/director (Charity) Printed Name Title Date

LINDA DOZORETZ SEC/TREAS 2/2/04  
 Signature of authorized officer/director (Charity) Printed Name Title Date

# CAMPAIGN FINANCIAL REPORT

## THE HERITAGE COMPANY

*(Name of Professional Solicitor)*

(Registration Number)

# CHILDREN'S WISH FOUNDATION, INC. - CALIFORNIA

*(Name of Charitable Organization or Sponsor)*

For the period beginning 01/01/03 through 12/31/03

## GROSS REVENUE

135,047.00

## EXPENSES

**SALARIES, WAGES, COMMISSIONS**

40,258.40

## PROMOTIONAL FEES

5.423.60

## POSTAGE

2,184.00

TELEPHONE

**29,884.40**

## RENT

11.502.40

## SUPPLIES

1,237.60

## LICENSES, PERMITS

2,038.40

## ADVERTISING

**2,548.00**

## ACCOUNTING/DATA PROCESSING

14,341.60

## LIST PREPARATION

1,128.40

OTHER:

TOTAL EXPENSES

110,546.80

81.86%

## Net Proceeds

24,500.20

18.14%

Amount Retained by Charitable Organization or Sponsor

39,032.74

28.90%

### Percentage of Funds Received by Charitable Organization or Sponsor

28.90%

(Amount Retained by the Charitable Organization or Sponsor divided by Gross Revenue)

Net Income/Loss (-) to THC

-14,532.54

-10.76%

***(pending ongoing collections & reconciliations)***

1/14/2004

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